

Message Text

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ACTION EB-11

INFO OCT-01 NEA-10 ISO-00 COME-00 RSC-01 DRC-01 /024 W

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R 180800Z SEP 73

FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 4950

UNCLAS JIDDA 4027

E.O. 11652: N/A

TAGS: BEXP

SUBJECT: FY 1974 COMMERCIAL OBJECTIVES

REF STATE 128397

1. REPLY TO REFTTEL NOW PREPARED PER JIDDA'S 2711. BELIEVE THAT FOLLOWING IS ACHIEVABLE PROGRAM FOR FY74, BY RELATIVE DEGREE OF EFFORT WE WILL BE ABLE TO DEVOTE TO IT DEPENDS OF COURSE ON HOW FAST VOLUME OF ROUTINE BUSINESS CONTINUES TO GROW. QUANTIFICATION OF GOALS VIRTUALLY IMPOSSIBLE IN VIEW OF RAPID CHANGES IN MARKET CONDITIONS AND UNCERTAINTIES IN PACE OF SAG DECISION-MAKING. WE CAN LEGITIMATELY CLAIM THAT OUR TRADING OPPORTUNITIES HERE ARE GREATER IN ALL FIELDS THAN ANYWHERE ELSE IN ARAB MIDDLE EAST.

2. OBJECTIVE ONE: INCREASE U.S. SHARE OF EDUCATIONAL EQUIPMENT MARKET IN CONTEXT OF PLANNED DOUBLING OF SCHOOL FACILITIES AND OF WIDESPREAD INCREASING REQUIREMENTS FOR CIVILIAN AND MILITARY TECHNICAL TRAINING.

ACTION ONE: IDENTIFY AND INTERVIEW PRIMARY PLANNERS AND DECISION-MAKERS IN MINISTRIES OF EDUCATION AND DEFENSE TO LAY GROUNDWORK FOR EDUCATIONAL EQUIPOENT TRADE MISSION.

ACTION TWO: ESTABLISH FOLLOW-UP PROCEDURES AFTER VISIT OF TRADE MISSION TO OBTAIN MOMENTUM AND CAPITALIZE ON

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PERSPECTIVES GENERATED BY MISSION.

3. OBJECTIVE TWO: DEVELOP U.S. TRADE AND INVESTMENT OPPORTUNITIES IN AGRICULTURE.

ACTION ONE: CONTINUE AND EXPAND COORDINATION WITH AGRO-BUSINESS COUNCIL TO DEVELOP CONCRETE OPPORTUNITIES OUT OF COUNCIL'S CURRENT INTEREST IN SAUDI ARABIA.

ACTION TWO: WORK WITH POULTRY ASSOCIATION OF AMERICA TO DEVELOP POULTRY EXPORTS TO AREA. FIRST STEP IS TO SURVEY MARKET POTENTIAL; SECOND TO PROSELYTIZE LOCAL SUPERMARKETS, HOTELS, ETC.

4. OBJECTIVE THREE: USE PROGRAMMED VISIT OF WATER RESOURCES TRADE MISSION AS FOCAL POINT FOR DEVELOPING MARKET FOR WATER RESOURCES EQUIPMENT AND SYSTEMS.

ACTION ONE: PREPARE FOR TRADE MISSION VISIT BY SURVEYING CURRENT PLANS AND ACTIVITIES IN WATER RESOURCES AREA, AND IDENTIFYING KEY CONTACTS.

ACTION TWO: FOLLOW UP ON TRADE MISSION VISIT BY ENCOURAGING SAUDI DECISION-MAKERS TO THINK CREATIVELY ON GRANDER SCALE THAN SHORT-TERM REACTIONS TO IMMEDIATE DEMAND GROWTH FOR WATER.

ACTION THREE: ENCOURAGE QUALIFIED U.S. FIRMS TO DEVELOP IMAGINATIVE PROGRAMS FOR PRESENTATION TO SAG.

5. OBJECTIVE FOUR: CONTINUE EFFORTS TO IMPROVE COMMERCIAL COVERAGE OF RIYADH.

ACTION ONE: PROGRAM ADDITIONAL REGULAR VISITS BY US AND LOCAL PERSONNEL FROM JIDDA. URGENT NEED CONTINUES FOR PLACEMENT OF US OFFICER IN RIYADH, OR AT LEAST OF PERMANENT, HIGH-CLASS LOCAL EMPLOYEE.
THACHER

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